



September 15, 1975
55 Highland Drive
Commons Apartments F3
Warren, Pennsylvania 16365

CBS News
524 W. 57th Street
New York, New York 10019

SUBJECT: CBS Special
"Guns of Autumn"
Friday, September 12, 1975

Gentlemen:

During the subject special, you chose to show only the "cons" of hunting (?) done by a very select few hunters (?). Any remarks I would and could add regarding the "pros" would be superfluous to those which I'm sure you have already received.

Instead gentlemen, I offer you a challenge and a chance to find out first hand, and once and for all, what hunting is about. The challenge is simple, "walk a mile in my shoes, spend the day hunting with me". To go into further detail at this point of time would be useless. I would like to note my challenge is quite reasonable. I am a very normal, run-of-the-mill statistic, so often referred to these days by every form of media, with no fanatical ideas or ideals. I am employed by a reputable firm, am 35 years of age, female, and have hunted small game and deer for the past thirteen years as well as fished a good number of these years. (I might add that my twin sister lists the same qualifications as a sportswoman).

Should you find that you have an interest in my challenge and knowledge, and would like to know in more detail what I propose, please forward your response to the above noted address. I sincerely look forward to hearing from you although I find it rather doubtful that I will. Quite frankly gentlemen, I just don't think you can "cut it".

Thank you for your time and whatever interest in the truth my comments may have stimulated.

Sincerely,

Bonnie Blue Schultz
Bonnie Blue Schultz

P. S. I have enclosed a photograph of myself to show that I am just an average person and not "some kind of a nut".

BONNIE B. SCHULTZ

9-15-75

The attached form letter was given to me this date. I was asked to sign it and send it to CBS News. However I find, at this particular time, this letter is no more a fair summation of CBS than was CBS's recent "Guns of Autumn" a fair summation of hunting.

By not signing the attached letter at this time, I am giving CBS the opportunity to remove this type of Carte Blanche nonsense from our society. I hope you will afford me the same opportunity. (Please see my letter dated 9-15-75, attached).

Bonnie B. Schultz

CBS News
524 W. 57th Street
New York, New York 10019

Dear Sir:

Your special "Guns of Autumn" wasn't a picture of hunting at all. It was totally a one-sided picture. I believe your station's main intents are to discredit the true sportsmen and law abiding gun owners. I strongly protest you showing such films on television!

I will also stop buying products that are advertised on your station.

For a station who tries to be so good, why are there so many violent programs on your station?

****Clean your own house before you try cleaning others!!****

Sincerely,



CBS Inc., 51 West 52 Street
New York, New York 10019
(212) 765-4321

W. Mallory Rintoul, General Attorney

November 10, 1975

Re: THE GUNS OF AUTUMN

Dear Mr. Fox:

Further to our letter of November 3, we have now found your letter of September 11 addressed to CBS News.

By sponsor we assume that you mean a purchaser of commercial time. The only purchaser of commercial time in the network broadcast of THE GUNS OF AUTUMN was the Block Drug Company, Inc., 257 Cornelison Avenue, Jersey City, New Jersey 07302.

Contrary to your assumption, CBS News is not required to maintain a public inspection file.

The Executive Producer of THE GUNS OF AUTUMN was Perry Wolff; the Producer was Irv Drasnin. Both may be addressed in care of CBS News, 35 West 45 Street, New York, New York 10036.

We do not propose to send to the Federal Communications Commission or the Civil Rights Commission copies of your letter and our reply. You are, of course, free to do so.

Finally, CBS denies that the program THE GUNS OF AUTUMN was intended to slander, or did slander, or violated the civil rights of, you or anybody else in Virginia or elsewhere.

Very truly yours,

Edward L. Fox, Esq.
690 Building, Marumco Plaza
Woodbridge, Virginia 22191

bcc Appel, Applewhaite, Drasnin, Goldberg, Wolff

CBS TELEVISION NETWORK

A Division of CBS Inc.
51 West 52 Street
New York, New York 10019
(212) 765-4321

Robert D. Wood, President

Dear Leo:

Please excuse the tardiness of this response to your letter of October 15, but several business trips have gotten between me and this note.

Thank you very much for your supportive remarks on THE GUNS OF AUTUMN. As is very often the case in this business, we only hear from those who are critical of what we do. So your warm and generous note was all the more welcome. I thank you for taking the time and trouble to write, and am taking the liberty of sharing your letter with Dick Salant of CBS News, who should get full credit for the broadcast -- particularly since he is also the one who has taken most of the hell from the "other side."

All good wishes.

Cordially,



Mr. Leo-Arthur Kelmenson
President/Chief Executive Officer
Kenyon & Eckhardt, Inc.
200 Park Avenue
New York, New York 10017

November 26, 1975

cc Richard S. Salant

Kenyon & Eckhardt, Inc. 200 Park Ave. New York, N.Y. 10017 Tel: 973-2000

Leo-Arthur Kelmenson
President/Chief Executive Officer

October 15, 1975

Mr. Robert Wood
President
CBS Television
51 West 52nd Street
New York, New York

Dear Bob:

I have been in Europe for the past few weeks so missed all the excitement on the "Guns of Autumn." With all the hell you've been getting, I hope you have also received the proper kudos for what sounds like a fabulous job.

I'm sorry I missed the show. It took a lot of courage to put it on and you are to be congratulated for that. Wish more people had a bit of that courage.

I am absolutely stunned, though not surprised, that some clients have withdrawn from this program.

Congratulations, Bob. I, for one, am proud of our past, present and future association with CBS.

Sincerely,

A large, stylized handwritten signature in dark ink, likely belonging to Leo-Arthur Kelmenson. The signature is fluid and cursive, with a long, sweeping horizontal stroke extending to the right.

LAK:pjo

001 17 1975

CBS NEWS

A Division of CBS Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Richard S. Salant, President

Dear Mr. Hale:

November 25, 1975

I have your November 20 letter, relating to our "Guns of Autumn" broadcast, of which you so vehemently disapprove. Of course that is your right--but I have only one little question: Since "Guns of Autumn" was not carried by our affiliate in Waco, how do you know it was so bad? Or were you traveling?

Yours sincerely,



Mr. Cecil V. Hale
3220 Cole Street
Waco, Texas 76707

bcc B. Chandler, I. Drasnin, D. Fuchs, G. Hoover, J. Sharnik,
Audience Services

Waco Texas
Nov 20 1975

Richard Salant from
51 W 52nd 10019
New York City N.Y.



Attached find a sports item from
our local Waco paper.

We in Texas agree with this
man, Mr. Earl Golding. Mr. Golding
knows more about guns and their
good purpose, and knows guns do
not shoot other people. As Cars do
not kill people.

We have long known that CP is
lined up with the Blacks that is
trying to take over our Country, by
devious means. Guns take down the
down Morals as your faith in J.I.

People are not buying J.I. as fast
as in past due to Fed programs. See
and felons like your gun & ammunition.

We are shifting to NBC, and best send
to you & Mr. Tiger. Had his daughter had a gun
she might be killing.
C.V.H.

Field and STREAM



By EARL GOLDING

Sportsmen wishing to take advantage of hunting offered by shooting preserves can obtain a free copy of the 1975-76 North American Shooting Preserve Directory by sending a stamped, self-addressed envelope to the National Shooting Sports Foundation, 1075 Post Road, Riverside, Conn. 06878.

CBS' Distorted Defense

CBS News, the outfit responsible for that sad-sack "special" they called "The Guns of Autumn," and the follow-up called "The Echoes of the Guns of Autumn," wound up catching a whole bunch of flack from throughout the country because of a couple of the cheapest shots in the history of television.

So, the bright boys in the CBS offices up in New York recently prepared and sent out a rather lengthy paper in defense of what they did.

And what it adds up too, as you might expect, is Cheap Shot No. 3 aimed at the hunting sports. I will not upset you or bore you with the ridiculous rebuttal from CBS, other than to say it was silly, trite, stupid and uninformed. And it certainly was no attempt to smooth things over with the millions of outdoorsmen in the country who have now worked up a pretty good sized hate for CBS. And CBS will get not one whit of help from this corner in spreading their sickening brand of journalism. If they want to further malign, distort and evoke outdoorsmen, they can do it with additional "specials." I'd suspect, however, they have now lost much of their audience for this type of below-the-belt programs. And hopefully, because of the reaction from those two programs, they have also lost some of the sponsors willing to underwrite such trash.

Five Local DU Sponsors

Ducks Unlimited, one of the most successful conservation organizations in North America, now has 125 000 members with sponsors accounting for 6 per-cent of the total membership and generating over 24 per-cent of the total annual revenue. A DU sponsor is an organization or individual supporting the work of DU by making an annual contribution of \$200 or greater. There are five local sponsors in the Waco Chapter of Ducks Unlimited: Leo Bradshaw of Cogdell's; Lacy Clifton of Behrens, Inc.; Gary Granger and Harold Highfill of Professional Medical Services, Inc.; Dudley Haas of Dudley Haas Distributing Co.; and C. B. Richards, Jr., of Rotan Mosle, Inc.

The stocking of rainbow trout by the game department below PK Dam in 1973 not only resulted in a successful trout fishery, but improved the catch of native species and pumped a bunch of money in the local economy. That's the appraisal from the pros. Stocking the fish cost the P&WD \$5,000 but it is estimated the fishermen who came to the area to catch trout spent more than \$142,000 on bait, meals, gasoline and other fishing related expenses. And the small hooks used by trout fishermen baiting with things like corn, salmon eggs, and marshmallows, were also more efficient in taking other types of fish than the larger hooks normally used in a trout-free stream.

Those who think the trout...

CBS NEWS

A Division of CBS Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Mr. Arnoldi:

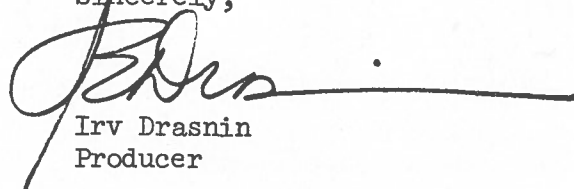
November 26, 1975

Since it is clear from your letter that you are prepared to believe only what you want to believe, I will let the CBS letter you've received stand for itself.

What I don't understand is how, suddenly -- when it suits your purposes -- Cleveland Amory is a credible source; or what makes you so certain that we did not consult spokesmen of pro-hunting organizations, or that the picture and sound recorded at the Pymatuning Waterfowl Management Area could not be authentic.

I assure you that you are wrong in each case.

Sincerely,



Irv Drasnin
Producer

Mr. Lewis Arnoldi
33 Rockwood Road
Florham Park, New Jersey 07932

CBS MEMORANDUM

FROM: Richard Salant
TO: GEORGE HOOVER
DATE: November 21, 1975

cc B. Chandler, I. Drasnin,
B. Leonard, J Sharnik

Bob Williams reports in his column today that "Johnny Carson's 'at war' with the gun lobby. His take-off on hunters last night was hilarious and a devastatingly satirical attack on the army of guntoters who slaughter wildlife autumn after autumn. Carson can expect bulging mailbags from the well-organized letter writers."

Do you think you could get us a tape to look at?



TV Notes: The Case of the Trigger-Happy Letter Writers

By LES BROWN

Nothing triggers emotional mail like the announcement of a TV documentary involving guns. Last March, NBC News was riddled with letters, mostly wrathful, about a documentary produced by Lucy Jarvis and entitled "A Shooting Gallery Called America." Such a response from viewers would not have been unusual except for the fact that the documentary had not yet been shown. Miss Jarvis, wanting more time to work on her film, had it withdrawn shortly before its originally scheduled air date but too late to change the program listings in the press. The letter writers who professed to have seen the documentary had in fact seen only the log listing of a postponed show.

CBS News is now undergoing a similar experience with "CBS Reports: The Guns of Autumn," a documentary by Irv Drasnin, with Dan Rather as host. A program about hunting and hunters, it is scheduled to be aired Sept. 5. But the special interests opened fire in July, just after the appearance of a report in TV Guide that the film was in preparation.

The head of the National Shooting Sports Foundation, in Riverside, Conn., fired off a letter to the network on July 31, saying: "We are appalled at the idea of any network with the dreadful record of CBS in such matters of social responsibility attempting anything of the sort . . . It can hardly fail to be a sad mistreatment of a sport which involves some millions . . . a propaganda blast rather than a documentary under any interpretation of that term."

In an earlier letter, dated July 17, the president of an organization called Game Conservation International, in Fort Worth, Texas, wrote to say that he found it "appalling that a television network with the supposed responsibility of CBS could air

wrote, "such a search for ratings cannot be that important that you would purposely damage such a great old magazine."

Having prejudged the film under the letterhead of his conservation organization, Mr. Tennison was then heard from again, this time on the business stationery of the Coca-Cola Bottling Company of Fort Worth. This missive was dated July 31. Despite the fact that a local bottler is only a franchise holder, Tennison, who identified himself as a vice president, presumed to speak for the parent company. Noting that Coca-Cola is a TV sponsor, he wrote: "If we are paying out a lot of money for advertising on a network that does not go along with our type of thinking, then perhaps we here, in this area, can change the networks without a great deal of trouble."

He added that if the documentary "is anything like . . . some of the other anti-hunting programs that I have seen on television . . . then I can assure you that not only will we in game-conservation work throughout the United States demand equal time, but we probably will also be on your doorstep with a law suit for misrepresentation of facts."

Bill Leonard, senior vice president of CBS News, describes the forthcoming program as "purely and simply a broadcast about hunting, a look at Man, the Hunter—about how deeply the urge to hunt reaches into the American psyche." And, he adds, "it is all told by the hunters themselves, in their words, not ours."

In a letter of reply, Mr. Leonard advised Mr. Tennison to "cool it" until he has seen the broadcast.

WASPs Wanted

The producers of "The Adams Chronicles," which is scheduled to begin airing

1750 to 1900 be checked for accuracy against the Adams Papers, a 300,000-page body of journals, diaries and letters that is in the care of the Massachusetts Historical Society.

The costumes, as designed by Alvin Colt, are based to a large extent on existing portraits of the numerous members of the Adams family and are so faithful in detail that they do not even make use of such modern conveniences as zippers. Some actresses, therefore, have to be laced into their dresses. Since the series covers a period of 150 years, with fashions changing by the decade, Mr. Colt estimates that he will have designed more than 3,000 costumes for the program.

Two teams of hair-dressers have been confronted with much the same problem in keeping up with the different, and changing, styles and hair-lengths of the American as well as the British, French,

Dutch and Russian characters portrayed.

The pursuit of authenticity has carried over even into casting. In order to maintain the period look, the hundreds of extras required must have a certain kind of face and build. Casting director Jay Wolf points out that in the latter part of the 18th century practically everyone in this country was really Anglo-Saxon—English, Scottish or Irish. The production, which is being taped here in New York City, may well have to shop for the "right" faces out of town.

Correction

The article "TV's 19th-Century Sportscaster," which appeared in last Sunday's Arts and Leisure Section, incorrectly stated that Heywood Hale Broun would be part of the CBS reporting team for yesterday's Travers Stakes at Saratoga.

REPEAT PERFORMANCES,
WORTH REPEATING.
IT'S THE BEST OF

evening at pops



ENCORE!
ARTHUR FIEDLER
AND THE
BOSTON POPS
ORCHESTRA
ARE BACK WITH
BENNY GOODMAN,
THE KING OF SWING
WITH A MARVELOUS
MEDLEY OF
GOODMAN GREATS.

TONIGHT AT 7:30 ON CHANNEL 40

THE MILFORD TIMES
MILFORD, MICH.

I too shall hunt damage suit field

I figure we'll sue the TV networks for \$100 million worth of humiliation and embarrassment, at least.

I got the idea from the Michigan United Service Clubs which is suing CBS TV for \$1 million on behalf of the state's one million hunters. They're furious about the CBS show "Guns of Autumn" which made hunters as brave and adventurous as your Auntie with a fly swatter.

There's no denying what the CBS films showed. Some hunters should wear a butcher's apron. They do sneak up on bears feeding at garbage dumps and shoot them dead, a dangerous task requiring the same skill and bravery displayed by the man who turns on the gas in a dog pound.

And some hunters do hire gamekeepers to put animals in front of their telescopic sights. Now a preserve operator who is training assistants to fly into a hunter's pocket and commit suicide.

But this type of "hunter" is rare, not common. That's what's bugging the real hunters. They say CBS showed the world a distorted picture, portraying all the worst things hunters do and none of the marvelous things. They claim they have been humiliated and embarrassed and so they are suing for a bundle.

I hope the hunters win the court battle. I'm sorry at CBS anyway. I suspect it was some old CBS executive who convinced Mary Ty-Moore she should slim down this season, greatly diminishing her chest measurement and my viewing pleasure.

But I didn't mean to get frivolous. For 15 years I have harbored a serious beef

against CBS and all the other TV networks. I've kept relatively quiet about it because there didn't appear to be any remedy available — until the hunters' lawsuit gave me hope.

If a court awards damages to hunters for being injured by an anti-hunting show, why shouldn't damages be awarded to antihunters who have been injured by those thousands of TV shows which glorify the hunter?

I'm thinking of such shows as the American Sportsman, for instance. Robert Stack invades Africa in a tank and stalks wild animals barehanded, except for various nuclear weapons and a cast of thousands to carry his collapsible condominium. This is done while a full orchestra plays scary music in the bushes and a voice in the background, usually Curt Gowdy, describes how hero Stack has risked his life to keep the world safe from the dreaded spotted antelope.

Or there are the more localized shows starring such Great White Hunters as Mort Neff. For umpteenth years he's been pointing his TV camera at the gun, bang! and then the animal falling, plop! Then he holds up the carcass and solemnly bestows sainthood upon the brave hunter who killed it at great risk of chapped wrists.

I find these TV shows humiliating and embarrassing. I insist they are distorted and not typical of the entire human race. I do not want my grandchildren seeing such bloody nonsense and thinking killing animals is great because Curt Gowdy says so and everyone on TV does it.

(Jim Fitzgerald is editor and columnist for The Lapeer County Press.)

CBS MEMORANDUM

FROM: Ralph E. Goldberg (LAW)

TO: BILL LEONARD

DATE: September 8, 1975

Here for your disposition is a complaint letter concerning "The Guns of Autumn."

Robert E. Cregar
1872 South Villa Ct.
Essexville, Mich. 48732

Sept. 1, 1975

Dear Sir:

I am anxiously awaiting your special on Sept. 5th entitled "The Guns Of Autumn" as it definitely sounds anti hunter, and I am one of those 20 million hunters that you will tell about. I might add that I am one of the hunters that is also getting tired of a bunch of tongue in cheek know nothings telling exactly **ONE HALF** of the story. I am very willing to hear your side of the story, BUT you never want to hear our side or seem like you are interested. I am sure you will be approached by the NRA among other of the sporting organizations to give them equal time for our side of the issue. If you follow your usual practice I am sure they will not get this time. Therefore I am ready to take the following steps to see that we are not cheated of our rights.

- 1) I will get all the hunters and sportsmens groups to write to the F.C.C. demanding equal time.
- 2) When the license for our local station comes up for review I will get these same persons signatures on a petition and turn it over to the F.C.C. after asking them for equal time, Of course this is only after (and if) they refuse.

I am sure it took you a very long time to get this program together as you are probably going to show only the bad things about hunting of which I am sorry to say there are a few. If after watching this program and I feel I have been unfair I will write you an apology. However if I am correct I will send you a copy of the petition.

Sincerely

Robert E. Cregar

Robert E. Cregar

RECEIVED

SEP 5 1975

RALPH GOLDBERG